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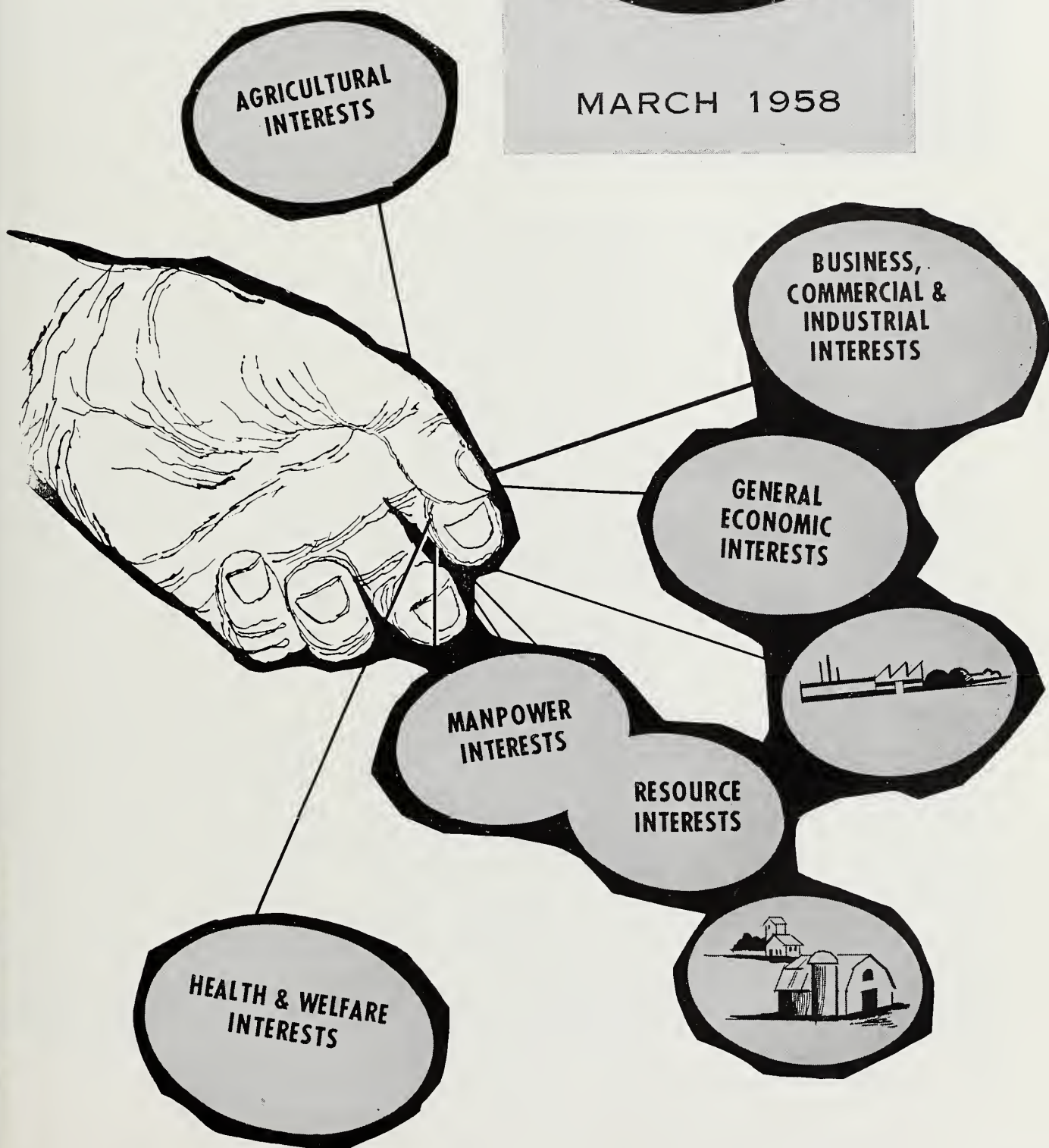
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**RURAL DEVELOPMENT**  
*Pulling together for greater strength*

# EXTENSION SERVICE *Review*

MARCH 1958





Official monthly publication of  
Cooperative Extension Service:  
U. S. Department of Agriculture  
and State Land-Grant Colleges  
and Universities cooperating.

**T**he *Extension Service Review* is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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### EAR TO THE GROUND

Rural Development—Pulling Together for Greater Strength. As this month's cover shows, this program brings together the resources which can help plan and develop the economy of low-income rural areas.

Although agricultural agencies and organizations are playing a leading role in Rural Development, it should be kept in mind that this is not an exclusively agricultural program. It is a concerted attack on the basic problems of these low-income areas by all the forces that have a stake in the area's economy.

Extension workers are backing up the work of local and State planning groups. They are helping these committees organize, encouraging local participation, obtaining information, and providing other support. To follow up the committee activities, on-the-farm assistance is being provided to individual families, largely through Farm and Home Development.

Although less than three years old, the program is already producing some promising results in the pilot areas. New agricultural enterprises have been started, net farm incomes increased on existing operations, improved marketing facilities set up, and new industries added to provide off-farm employment. People are taking advantage of new educational

opportunities and improved health services. All of these are related to the program's broad aim of helping families in low-income areas attain a more satisfying level of living.

Even more important are some of the intangible gains. An "it-can't-be-done" attitude is being replaced by hope and enthusiasm. Better communication between groups is taking place. Talented local leadership is emerging. The extent to which these changes take place will be the real measure of the program's success. As pointed out by Secretary Benson in Development of Agriculture's Human Resources, "The problem of these areas is more basic than low income expressed in dollars; it embodies human values—the lives and welfare of people."

Next month we'll have an article by Dr. Byron Shaw, Administrator of Agricultural Research Service, telling why production research is essential, even in times of agricultural "surpluses." Another article will discuss brainstorming—how it works and how groups can use this technique to solve specific problems. Other featured topics will include farm and home development, home demonstration work with migrant labor families, and a soil conservation education program in Puerto Rico.

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# DEVELOPING ALL RESOURCES TO THE FULLEST

by HARRY J. REED, Coordinator, Rural Development Program

**W**HAT are the objectives of the Rural Development program and how does agricultural extension work fit into it?

The basic principles of Rural Development are not new. Like extension, it is based on helping people to help themselves. Its scope is larger because it includes the urban areas and recognizes the need to develop all resources of a county or area to the fullest if people are to enjoy a high standard of living.

If we agree that productivity and production are the basis of wealth, it is logical that helping people to create economic and social conditions in which they can achieve their maximum productivity is a tremendous challenge to extension workers.

For several years many counties in this country have been carrying forward programs that approach the Rural Development program and have achieved substantial improvement.

All the people can benefit from a strong Rural Development program, and in the long run, the greatest contribution will be made to the young people. Therefore, you have an opportunity to benefit the lives of future generations.

## ***Uneven Sharing***

For many years we have been aware that a large share of our rural population was not sharing in the general prosperity of this country. For the most part, our past efforts to improve the economic position of the low income areas has been directed at better farming practices; but because of the very limited acreage of good farm land, shortage of capital or poor markets, the results have not been generally gratifying.

During the last two decades we have seen many low income areas make real economic progress. They've moved forward through the concert-

ed efforts of local people, local industries, farm organizations, chambers of commerce, and other interested groups. In most cases, the greatest improvement has been in areas near progressive, expanding, urban-industrial centers which provided employment for the under-employed people in the low income groups.

This points up the fact that local leaders must look outside of agriculture for more job opportunities and alternatives for under-employed agricultural workers. This wider search is necessary if a community is to achieve a balanced economy which fully uses the total labor force and resources in the county.

## ***Broad Attack***

Congress recognized this in providing for Rural Development which makes possible a broad, concerted attack on the basic problems of the low income areas. The attack is organized by mobilizing local leadership, private organization, industry, civic and agricultural organizations, religious and educational groups, and governmental agencies into a cooperative effort to plan and develop an economic program for their areas.

*I hope that extension workers will not overlook the fact that even though Rural Development was originally conceived for the low income areas, its organization and plans for balanced economic development offer a sound, practical and constructive approach for most counties in this country.*

One of the first steps is a complete inventory of the human and physical resources of your county. The total labor force...how efficiently is it employed...production per acre of various crops...land use...markets...transportation facilities...other such facts. What is the probable demand for the young people in the area? Are the educational opportu-

nities satisfactory to prepare them for the kind of work they will do after completing their schooling?

Rural and urban resources and opportunities must be considered as a part of the same picture because all segments of the economy are interdependent.

## ***Local Leaders Are Key***

This program recognizes that the local people have the responsibility and the ability to chart the destiny of their future and that local leadership and initiative can carry the program forward. The Federal and State agencies are pledged to render technical assistance and advice to the local committees as they proceed with the program.

If the people are interested and eager to assist in improving the economy of their community, the leaders must see to it that maximum use is made of energy and enthusiasm available; none should be wasted.

As local leaders, you can concentrate your efforts on definite objectives set up by local committees. Common objectives stimulate cooperation of all interested people, and progress in any phase of the program will generate enthusiasm and effort and bring tremendous satisfaction to each worker.

Strong, aggressive county committees are most important. The people must know about the Rural Development program and what it means to them; also, it is important to select objectives and goals that you can do something about. Progress will be slow at best, but the completion of a short-term project occasionally helps maintain enthusiasm and a sense of accomplishment that is necessary for the long-range projects.

*(Continued on page 70)*

# Here Lies the Challenge

by L. I. JONES, *Federal Extension Service*

OUR 4.8 million farms present a picture of sharp contrasts. Some are producing efficiently and provide a good standard of living for the operator's family. But many others receive relatively low farm income.

One fact dominates our rural situation today. It's this: 44 percent of our farms produce 91 percent of our agricultural output. Less than half our farms produce almost all our farm products.

Stated another way, 56 percent of our farms turn out only 9 percent of our total products. Well over half of our farms, combined, produce just under one-tenth of our food and fiber.

Here lies our challenge—a huge one.

Even for farmers as a whole, the economic returns for their labor are only 45 percent as much as for workers in industry.

The 1954 census shows 2,680,000 small-scale, part-time and residential farms with annual sales of less than \$2,500 per farm. It is in this group of farms that Rural Development is aiming its major emphasis.

In contrast, only one farmer in 36 now runs a farm large enough to market \$25,000 worth of products.

As the map shows, low income is a widespread problem. Almost every State faces the problem of under-employment. In some States, a few scattered families—in other States, a large concentration. These under-developed agricultural areas are at a disadvantage because of special conditions affecting these areas.

In many cases farmers earn low returns because of lack of enough productive land, lack of equipment, lack of credit facilities, and many times lack of management information and skill which might open wider

opportunities to them. In short, the basic cause of concentrations of farm people with low earnings is inadequate agricultural resources, rather than any lack in the people.

Rural Development focuses the resources of many county and State agencies and groups, plus seven Federal departments, into a highly co-operative, unified effort to increase income opportunities of rural people and to assist them in improving the economy of their area.

Rural Development helps rural people appraise their own economic and social problems and understand the adjustments they should make to improve their plane of living.

## Local Program

The work is conducted primarily by local citizens with help from State and Federal agencies. It involves education, credit, research, employment, health, marketing and other services under local committees. These committees usually include leaders in farm organizations, businessmen, representatives of civic clubs, schools, churches and service clubs.

Work so far has been on a pilot or see-what-can-be-done basis. It has been slow due to the many groups and agencies involved, but as one county committee chairman puts it: "The teamwork and cooperation among agencies in one unified effort has been one of the most amazing things to come out of Rural Development."

To illustrate Federal aid available, Department of Commerce representatives can advise on developing new industries or improving present ones. State offices of the Health, Education and Welfare Department are emphasizing vocational training, health, social security. Employment services of the Department of Labor assist with manpower surveys and job placement. And the Small Business Administration explains its credit and technical assistance programs for small business firms.

The Rural Development program has three basic aims:

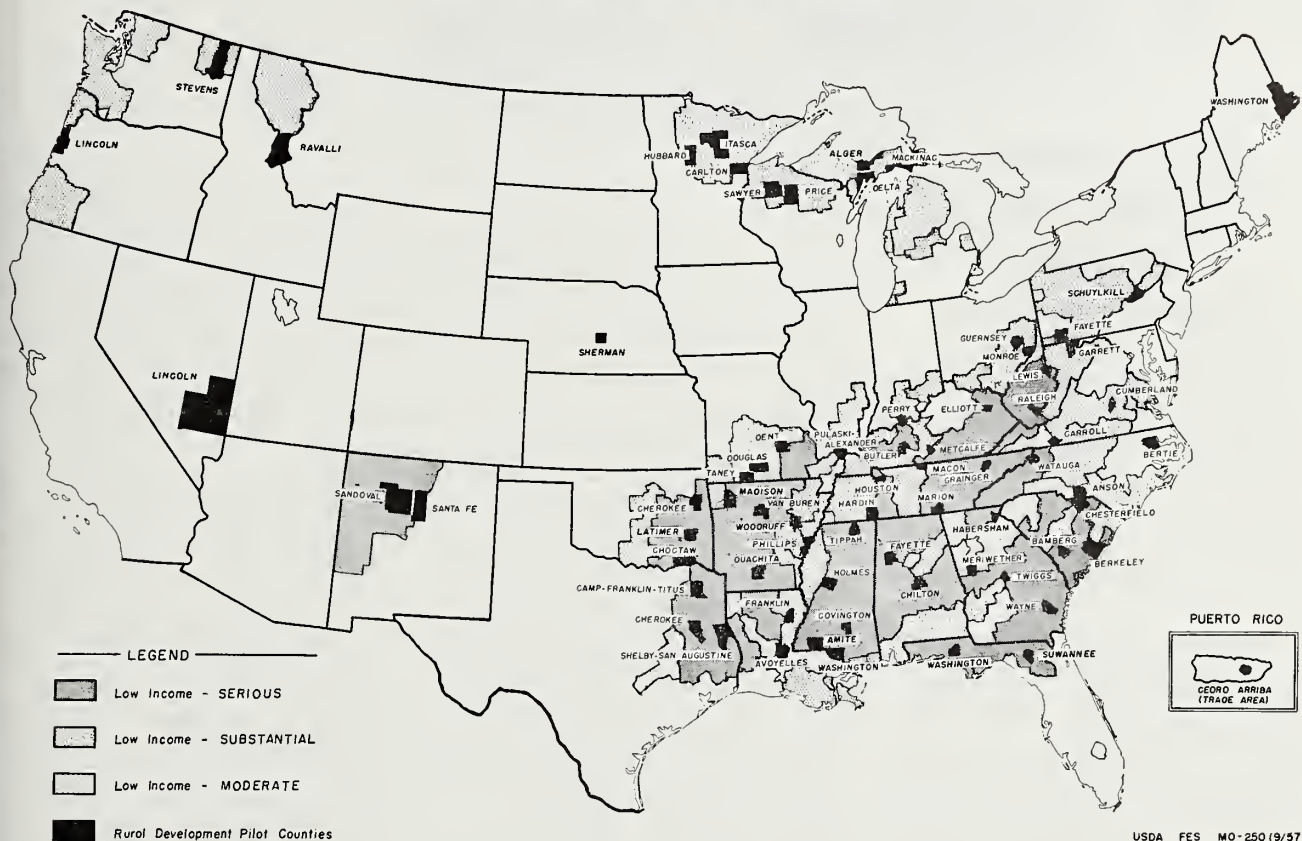
1. To strengthen industry in low income rural areas and widen the range of off-farm opportunities. Community-wide interests are needed here.



Local planning committees work together to increase income opportunities.



# RURAL DEVELOPMENT PROGRAM PILOT COUNTIES AND AREAS, 1957-58



2. To help families who want to stay in farming gain the tools, land and information that will permit them to farm successfully.

3. To help all people in these areas arm themselves with adequate vocational training, good health, and other such services.

The emphasis in Rural Development is on using existing agencies, not in creating a new one. A great deal of responsibility is placed upon local initiative and resources, including private sources. The program is not run from Washington. Federal agencies play only a supporting role and State and county leaders provide direction.

Since July 1955, 30 States and Puerto Rico have organized Rural Development work in about 65 counties and 8 areas of 2 or more counties each. Extension Service has employed 156 additional people for this work. Foundation of the work, how-

ever, rests with literally hundreds of volunteer local committee members.

## County Work

County Rural Development workers work closely with regular county extension staff people. However, Rural Development work centers in two areas: (1) working with the county committee and (2) intensive on-the-farm assistance to individual farm families. Here they often use the Farm and Home Development method.

Work with county committees usually is an administrative service and guidance type — securing economic data or research facts, outlining and helping with surveys or studies, studying marketing problems, and working out programs—in general, a coordination job.

The intensive on-the-farm aid requires patience, tact, good common

sense, and many times, motivation. It involves helping farmers make decisions after they have listed their resources and understand the choices open to them—getting more land, adding new enterprises, or getting off-farm work.

Obviously an important part of aiding farmers with low earnings lies outside commercial agriculture. Part-time farming and non-farm jobs have long been important ways in which many farm people have improved their incomes and living levels.

More and more small farmers are becoming part-time farmers—where the operator works off the farm 100 days or more a year, or where the family off-farm income exceeds the value of farm sales. About 40 percent of farm income today comes from non-farm sources.

Regular extension and other agency problems have not effectively reached

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# PULLING TOGETHER FOR PROGRESS

by E. J. NESIUS

*Associate Extension Director,  
Kentucky*

RURAL Development in Kentucky claims two "firsts." Under its banner, State and Federal government agencies for the first time planned, executed, and evaluated large-scale, jointly sponsored programs directed toward the solving of important problems. This has continued for several years. The spirit has been fully cooperative and constructive.

Also, for the first time, local leaders representing agriculture, industry, education, general welfare, health, civic and community interests, collectively approached their broad but overlapping important problems in search of solutions.

## *Coordinated Effort*

The Kentucky Rural Development Program was started and continually stimulated by a State committee made up of key Federal and State agencies representing agriculture, industry, education, health, and welfare. In addition, organizations representing farmers, press and radio, mountain area interests, bankers, and private groups interested in development were active through the State committee. Employees of these agencies and organizations at the area and county level were grouped for similar action.

The State committee, in evaluating the need and opportunities for development, found that many of the de-

sirable changes would require the attention and coordinated effort from more than one county. Furthermore, it was found that the flow to and from centrally located cities showed an economic interdependence of 6 to 12 counties.

Therefore, after a pilot county was selected and the leaders of that county expressed a desire to try the Rural Development concept, the trade area in which the pilot county was located became a pilot area for Rural Development.

Organization of the pilot-county leaders followed. Similarly, the leaders of other counties within the trade area were assisted in organization of basic committees for a program of action. Agency personnel, while active, encouraged the volunteer leadership to take front positions.

## *Personnel Added*

Agency personnel were added to the county staffs in the pilot counties. In addition, Extension employed 3 men agents to work on an area basis in the 3 trade areas. Plans call for a specialist in economic development at the State level. Extra workers were not placed in other counties within the trade area.

Projects in the pilot counties are of a more intensive nature, and the outreach is more complete into the communities than is the program in the counties within the trade areas.

In each trade area, projects are underway which include some participation of all the counties. Such an effort presents a unique opportunity to commercial concerns that wish to expand some type of business. For example, the leaders in one area are attempting to develop and refine a market for a large volume of eggs. In another area, action is organized to develop and establish a feeder-pig enterprise.

The Rural Development program is designed to cause volunteer leadership, with the assistance of agencies and organizations, to identify their problems, analyze them, and find needed solutions. Thus the program will be only as successful as the agencies are successful in stimulating local action.

The program for any county or area has these general objectives:

1. An intensive educational program carried to the communities.
2. A survey and appraisal of the natural, human, and industrial resources.
3. An organization of the leadership to coordinate, plan and stimulate action.
4. Specialized educational and technical assistance to provide "know-how" and skills.
5. Problem-solving workshops for local leaders with trained consultants.
6. A blueprint for action, including the services of local government, civic, educational, professional, religious, business, financial, and farm groups.

## *Resolving Problems*

The major problems included (a) organizing the leadership in the county so that the available services are unified into a coordinated approach to basic problems, and (b) getting the agencies and organizations to function as a unit. Answers to these two problems do not come easily.

Continued meetings to work out solutions on singular, but important problems have been most helpful in resolving both problems, particularly the second. Definitive and important

*(Continued on page 63)*



# The Planning and Action Stages

by the COUNTY EXTENSION STAFF,\*  
Pulaski and Alexander Counties, Illinois

**P**ROGRAM projection, farm and home development, and rural development are the planning and action stages of the total extension program in Pulaski and Alexander counties in southernmost Illinois. We try to coordinate all three into our total educational work. We've promoted some community development work too.

And in all modesty, when program projection and farm and home development were introduced, they were tools which we county workers were quite familiar with and had been using in some cases for many years. This likely is true for other county workers too.

The most significant accomplishment in our counties from working on all three programs has been making more agencies and persons aware of the many and varied interests of overall Extension work. By pointing up the advisory services available to the family and coordinating them, then reporting the results to the appropriate advisory committee, it has been possible to bring the total program to life for many people.

## Problems and How Solved

The problems involved in these three rather new programs are common to all newly emphasized programs: (1) lack of time and (2) lack of active interest by those most seriously affected.

We are meeting these in two ways:

(1) By realigning the time we have spent on more familiar and routine work. Some tasks formerly accepted as necessary we've found to be relatively unimportant or could be delegated to local leaders familiar with the work to be done.

\*Mary H. Butler, Home Adviser; Leslie B. Broom, Farm Adviser; Florita K. Hogendobler, Youth Adviser; John C. Slaton, Assistant Farm Adviser; Stanley E. Ceglinski, Assistant Farm Adviser.

(2) By weighing or evaluating work being done and eliminating tasks from which no important results could be expected.

All of us use every means of communication at our command in continuing efforts to interest people in what is being attempted. This is slow and at times discouraging. However, efforts are beginning to bear fruit—such efforts as frequent mention to individuals, frequent explanations or offers of assistance to cooperating agencies, and personal contacts with local leaders or other key people at appropriate times.

The formation of advisory committees and meetings of these groups where there is something for them to do serves the double purpose of saving time and building and maintaining interest.

## Programming

Let's consider program projection. Since about 1946, program planning has been an established practice on a short-time and long-time basis. Thus we could better serve those families with special interests, take advantage of guidance and leadership available locally and at higher levels, and direct our attention to the most pressing local problems.

We've always used the committee system. Each group such as dairy, soils, or foods and nutrition reviewed the local situation and recommended actions needed. Committees then divided all problems between those to work on in the current year and those requiring longer consideration. Extension workers acted as consultants.

Chairmen of all committees and councils serve as the over-all extension program committee. This committee builds the total program from advisory group reports, outlook information, and general trends within this county.

From this information, the extension staff builds a county program and tries to include items for minorities not represented by committees. Not all parts can be worked on each year, but for the most part some action is given to those most urgent.

We have made a strong effort each year to have one subject of interest to 4-H, older youth, and adults. Home vegetable gardens was our topic last year, with community meetings where farm and home advisers presented information to meet needs and interests of all age groups.

As for specific programs, the dairy committee previously recommended special help on feeding, breeding, and marketing problems. A Dairy Day has been held annually for the last 4 or 5 years to cover these problems especially. Information support through news and radio, as well as personal assistance, continues all year long. Results show up in higher producing herds and better pay for their products.

## Farm-City Cooperation

During a general program planning session, the need was expressed for business men to become more interested in and familiar with small farmers and their problems. From this statement and active interest in 4-H work already shown by some local business men, an agriculture-industry committee was formed. It sponsors certain extension activities and started one entirely new project, the 100-bushel corn club.

The agriculture-industry committee also has fostered some broad-scale efforts at rural and urban cooperation. It started when several members heard the Tupelo, Miss., plan for this teamwork explained at the University of Illinois Farm and Home Week in 1954. Early in 1955 about a dozen town and rural men and women spent 2 days in Tupelo visiting and hearing what was done there. Soon after that, the group chose one area in each county to organize groups for development of local resources. Some progress was made, but the work demanded more time and effort.

About this time Southern Illinois University announced its services in

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# KEEPING THEM ON THE FARM

by W. D. DAVIS, Choctaw County Agent, Oklahoma



**C**HOCTAW County, Okla., is keeping farmers at a time when farm people in other areas are leaving to seek employment away from home to supplement their income.

This is due in no small part to a well-organized and executed Rural Development program that has produced better on-the-farm conditions and supplemental work for farm people within the county.

As one measure of success, income per person in Hugo, the county seat, has climbed from \$500 annually 5 years ago to more than \$1,000 at present.

In setting up the Rural Development program a study was made of existing conditions when the program was offered to the county. The study by the Agricultural-Industrial Development Service of Oklahoma State University helped agricultural workers and civic minded businessmen to determine possibilities and then to map out and execute a workable program.

The Rural Development program in Oklahoma received its big impetus when Choctaw County was chosen as Oklahoma's pilot county for the program. A Rural Development steering committee was set up at the beginning of the program and is still functioning actively.

Committee members include a banker who is also president of the chamber of commerce; one representative each from the county health service, the county school systems, and the Ministerial Alliance; a farmer; and a vocational agriculture instructor. Subcommittees were selected to handle detailed work such as livestock, crops and soils, horticulture, forestry, and poultry.

The 9-person extension staff intensified its activities into which Rural Development has been integrated. We do not consider it a separate program. The success of the program is the result of hard work by many people and all agencies in the county working as a team.

## Jobs and Markets

A number of new industries—and payrolls—have been added to the area. Among these are a glove factory with a payroll of close to 300 people; a canning plant; a wood products industry that keeps 18 to 20 full-time employees and furnishes a market for over 2 million board feet of soft hardwood lumber each year, most of which comes from the Choctaw area; a creosoting plant; and a popcorn and peanut processing plant.

Besides these new industries, several construction projects also furnished employment for local labor. These included a new, modern hospital, new homes and business buildings, road construction, and \$25,000 spent on building a baseball park and improving fairground property. Most of the stores in Hugo and other towns in the county give preference to local help in operating their business, and State and Federal agencies are staffed by Choctaw countians as far as practicable.

Farm people in the county who needed supplemental income were quick to take advantage of the op-

portunities provided through the Rural Development program. Floyd Berry and wife are good examples. Berry operates a 280-acre farm and has a small grade A dairy and a commercial beef herd. To supplement farm income Mrs. Berry drew on her experience as a housewife to get a job cooking in a local cafe. She works from 6 a.m. to 2 p.m. daily. Her husband is working at a filling station from 3 p.m. until midnight.

Berry handles the farm chores in the morning and his wife takes over afternoons. They hire labor during harvest and haying season and in the dairy operation when needed. They are in the process of building an 18 x 100-foot pole-type cattle shed for the dairy and beef herd, the work being done by a neighbor farmer.

Mrs. John Messingale is secretary at the glove factory. Her husband  
(Continued on page 69)



A wood products company furnishes employment for farm people and also a market for lumber for the area.



# Studying Our Human Resources

by WARD F. PORTER, *Federal Extension Service*

**T**HE Rural Development program was initiated in recognition of the fact that many of our rural families have not made as much progress in achieving higher levels of living as other segments of the population. This fact suggests that these people may have certain characteristics, in addition to low income, that distinguish them from others in the community. The fact that they have not been reached, for the most part, by Extension and other governmental



agencies, suggests the need for a reappraisal of our approach involving consideration of both program content and method.

Under these circumstances, assisting this segment of the population effectively requires a fund of basic information which only research can provide. Studies have therefore been conducted in some low-income areas to furnish extension workers and others with the kind of information necessary for designing and carrying out effective Rural Development programs. This research has attempted to clarify the needs, problems, and situations characteristic of the disadvantaged rural population.

Unfortunately, insufficient research has been done to date to permit sweeping generalizations of research findings. However, there seems to be a degree of consistency in some of the conclusions of these low income studies. We have attempted to sum-

marize here a few of these findings that may be of particular interest and significance to extension workers.

## *Who are these people?*

Needless to say, the rural people of pilot and other low-income counties are not all alike in their general characteristics, needs, and situations.

On the one hand, we find rural families living in small towns or in the open country who are not engaged in farming. In many pilot counties, such families are very numerous; in some counties, they are in the majority. Their needs, interests, and characteristics will obviously differ to a greater or lesser extent from those whose livelihood stems entirely from agriculture.

In between these two extremes, of course, there are still other families who are dependent on farming for a part of their income. While some of these families are combining farm and nonfarm work—or hope to do so—others are dependent, in varying degrees, on nonwork sources of income, such as pensions or public assistance payments. In many cases, adjustment potentials appear to be severely limited by age, physical disabilities, or lack of adequate resources. In any event, it is clear that the problems, needs, and interests of these various groups will be different. As a consequence, extension programs and methods must be adapted to specific situations and clienteles.

## *Economic Characteristics*

The rural people of Rural Development pilot counties differ in many respects from those in the more prosperous areas. Income differences are, by now, well recognized and were involved originally in the determination of problem areas. The plight of rural farm households, in this respect, is particularly apparent.

In addition to being disadvantaged income-wise, many farm families in

the problem areas are seriously handicapped by inadequate physical and natural resources. As reported in Development of Agriculture's Human Resources, low income farms are particularly disadvantaged in terms of acres of cropland harvested, value of land and buildings, and degree of mechanization. In addition, studies in specific areas have also indicated other limiting factors, including depleted soils and rough topography, and limited credit facilities.

An understanding of the economic and other factors should contribute greatly to effective Rural Development program planning. While it would be hazardous to generalize categorically on the basis of our present research, there are additional findings that are equally suggestive and worthy of careful consideration by extension workers.

## *Significant Age Factor*

The age of any population group has great significance in terms of adjustment potentials. Rural Development surveys indicate that farm operators and their wives tend to be somewhat older, on the average, in pilot counties than in the more prosperous areas.

Preliminary findings of the recent Extension Rural Development Survey in Douglas County, Mo.—to cite an example—indicate that approximately two-fifth of all farm household heads are 55 years of age or over. Likewise, a Lewis County, W. Va., survey revealed a median age of approximately 61 years for those who reported farming as their "major activity."

It is evident from these and other surveys that many pilot county farmers and their wives are verging upon or actually in retirement status.

Their relatively high average age reflects, to some degree, a widespread

*(Continued on page 66)*



## Avenue to a Balanced Program

by LEONA J. CALVIN, *Home Economics Agent, Vinton County, Ohio*

THOSE who help plan the extension program in Vinton County recognize that a wholesome pride in the home and its surroundings is one of the factors which will lead to greater personal contentment and happiness and ultimately to better family living. A sound housing and home furnishings program must of necessity be based on an understanding of the needs of individual families and the demands made upon their family living dollar.

In a county where the buying income per capita is less than half that of the per capita average for the State, it becomes an important responsibility for the homemaker to stretch the family spending dollar to cover the rising costs of everyday living. It is always a vital matter to know how to buy wisely and to care for possessions intelligently.

### *Home Furnishings Appeal*

In families where the income will not stretch far beyond the cost of food, shelter, clothing, medical and dental necessities, it boils down to making the best use of materials at hand and knowing how to care for, make and repair home furnishings.

Home furnishings projects in extension work seem to have an outstanding appeal for most homemak-

ers in Vinton County. In some areas it has been the avenue of approach to a full, well-rounded extension program. For example, folks in one township apparently lacked interest in taking advantage of the extension service program. Husbands and wives were willing to meet at the school and discuss community problems but to talk down-to-earth business with the family was another thing.

One homemaker, who had been most reticent in discussing problems affecting the family, asked if I knew where she could get a chair repaired and reupholstered. That was my cue to get into action. I went to her home and we discussed the possibilities for the reupholstering work. I visited with the family and in general established a good working basis with both the wife and her husband who happened to be at home that afternoon.

We planned two all-day meetings to which she would invite some of her neighbors who might be interested in the work we were doing. Her husband suggested that the husbands might like to be included in the invitation. Seven women and one husband besides the host couple attended that first meeting.

We spent some time considering the factors which make it advisable to reclaim a piece of old furniture.

We checked the frame construction and the spring foundations, retied the springs, replaced the padding to our satisfaction and then were ready to re-cover the chair.

It took two days to complete the project but interest in the work we were doing did not lag. In that time I had been cordially invited to all seven homes represented and had become involved in assisting with the solution of six different types of home and family living problems.

To me, this has been one of the most successful projects in Vinton County, not because of the chair that was satisfactorily reupholstered, but because of the confidence which has been established with families in that area.

When the agent wins the confidence of the various family members and is able to make them feel that he or she is vitally interested in them and their problems, the first steps have been taken toward developing a workable extension program. The welcome mat is kept in place through better understanding and a well-founded belief in the values of extension work.

To supplement the work done with groups, we keep a mailing list of families particularly interested in specific areas of home economics education. In this way we keep them informed on new developments which may affect their family living plans.

### *Efficient Planning*

In Vinton County our home economics program is planned by the home demonstration council members who represent all areas and most special interest groups within the county. To plan the program with the utmost efficiency it has been necessary for the council members and their committees—

- (1) To make an appraisal of the community and county situation,
- (2) To determine its problems, needs and resources,
- (3) To take a look into probable future developments which may affect family living,
- (4) To determine the long-range objectives for better family and community living, and
- (5) To decide which of the many

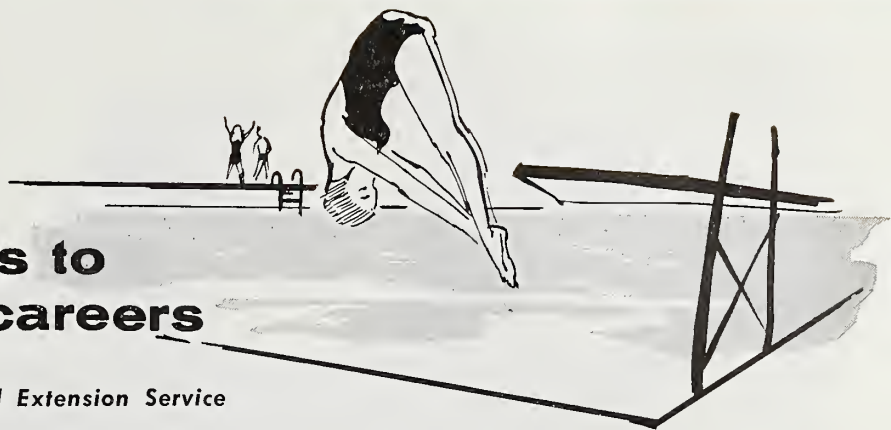
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# NEEDED:

## Springboards to successful careers

by JOHN BANNING, Federal Extension Service



**M**ORE than half the boys and girls on farms must leave and find employment elsewhere as there are no farms available for them.

An encouraging factor for rural youth is that agriculture-related businesses employ more than 20 million people.

More than 40,000 different careers are open to rural youth.

The greatest concern, especially of boys, is "What will my life work be?"

In this situation, Extension is and certainly should be obligated to help many of these young people explore the many, many possibilities of finding happy employment off the farm. Many occupations have a great need for these young people. In fact many industries related to agriculture prefer farm boys and girls and encourage them to capitalize on their farm background.

The real challenge is to get these young people to realize the opportunities available, explore them and then get the training necessary to do the job.

Our aid can concentrate mostly on helping them explore many of the 40,000 different careers. No doubt Extension is also obligated to help them prepare for and make the necessary social adjustments from farm to city living. There are other implications of Extension's responsibilities to these youth; however, we will confine this article to career exploration.

That term in itself is very important. We should make sure that we never imply that we are doing anything in the area of guidance and counseling. This kind of help requires specially trained professional people which extension cannot provide. However, we can work with the various agencies to help young people explore many careers that they might be interested in.

### Sources of Help

We have much help available; in fact, we should definitely consult and clear any programs with our State and county boards of education and the State and local employment bu-

reaus. Both of these agencies are glad to cooperate in explaining careers; they are invaluable help as they have the training and know-how. There are over 1,700 employment offices over the country. Many have professional counselors and they have many fine printed materials available as well as contacts with other good resource people.

The schools also have much help to offer; in many cases asking them to help will suggest to them that you might be able to help them with guidance programs for these youth. Experience has shown that business also is anxious to assist. All you need to do is call on them. Don't forget your State 4-H and YMW office, too.

Several facts emphasize the need for us helping them explore career possibilities. Research shows that rural young people are much more concerned about what they are going to do in later life than their urban cousins. This is natural as they have far less exposure to a variety of possible careers.

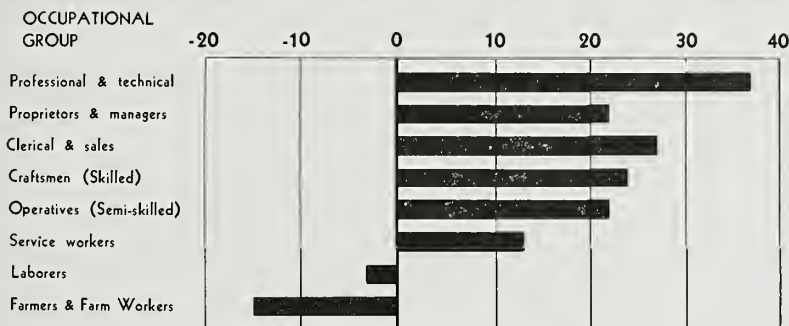
They have less contacts with people from different occupations and they do not have the opportunities to casually visit many businesses and industries. We are informed that the rural schools have less help available in the area of guidance and counseling than urban schools.

Extension can be of greatest service in helping rural boys and girls capitalize on their rural background by choosing careers related to agriculture. Research has shown again that many boys and girls, especially in the low income areas, get a "soured" outlook on farming and this carries over to related occupations.

(Continued on page 69)

### EMPLOYMENT IN MAJOR OCCUPATIONAL GROUPS

Percent change, 1955-65



Our expanding economy demands more workers—better educated and better trained.



# KENTUCKY'S area approach

by MIKE DUFF, Coordinator  
FORREST ESHAM, Coordinator

**P**ROBLEMS? Yes. Progress? Decidedly!

That summarizes our enthusiastic feeling on first-year results with Rural Development in Kentucky. It's carried on in 25 counties within three trade areas.

Our low-income problem is complex as shown by (1) inefficient education on basic knowledge and skills, (2) heavy out-migration leaving a high ratio of older and younger people to employable persons, (3) low productivity of human, land, labor and capital resources and (4) an average per capita income of one-third to one-half that of the nation.

We consider Rural Development a long-time program, but some first-year results are appealing.

## Industry

Resource surveys have been completed in three counties and are being conducted in others. Industrial sites have been selected or sold in several counties. For example, in Lewis County the railroad company recently purchased 400 acres of land for industrial purposes. In Johnson County the Rural Development committee was instrumental in reactivating the chamber of commerce. As a result the people invested \$47,000 in a 70-acre tract for industrial development.

In Metcalfe County the local garment factory is expanding to hire 100 more workers. In Butler County, the single local industrial concern is expanding to hire an additional 100 workers. Expansion for additional employment is taking place in Carter and Lewis counties.

## Agriculture

**Dairy:** Rural Development committees have taken leadership in the statewide program of Bangs eradication, already organized. Elliott and Rowan Counties were declared "modified certified brucellosis free" during 1957 and are the only counties to reach that status to date. Wolfe, Carter, Lawrence, Morgan, Metcalfe, Adair, Casey, Warren, and Simpson Counties are progressing rapidly, while county organizations have been set up recently in Barren, Russell, Butler and Allen Counties.

An artificial breeding association has been organized in Butler and Ohio Counties with a goal of 1,200 cows. Two technicians have been trained and now some of the best sires in the world are improving milk production there.

Through the Butler County dairy

show, with \$700 in prizes raised by the Rural Development dairy committee, 45 dairy cows have been placed in the county and a 4-H boy won a purebred dairy heifer as a prize.

**Poultry:** Poultrymen in two trade center areas have developed egg markets for one million hens. In one trade center area 15 banks have committed themselves to 3 to 5-year credit terms to support the poultry project. Several 1,000-hen laying houses have been built.

**Sheep:** In six counties in one trade area, 40 flock owners started sheep in 1957. An Elliott County farm organization provided \$1,200 at 1% interest for 4-H and Future Farmers of America members to start sheep projects.

**Feeder Pigs:** Plans are being laid



One of 40 new flocks of sheep in 6 counties of the Ashland Rural Development Trade Area.



# ach in Rural Development

ial Extension Programs, and  
vational Services, Kentucky,



A sorghum mill started by a stock company of eight farmers in Blaine, Lawrence County, Ky.

in one 12-county area (Ashland) to develop a feeder pig program.

**Sorghum:** In Lawrence County eight farmers went together as stockholders and invested \$10,500 in a sorghum processing plant. This plant hired 16 workers at 8-hour days for 6 weeks to process the sorghum from 87 acres last year. Next year this plant hopes to expand to include at least 250 acres in the counties of Johnson, Elliott and Carter.

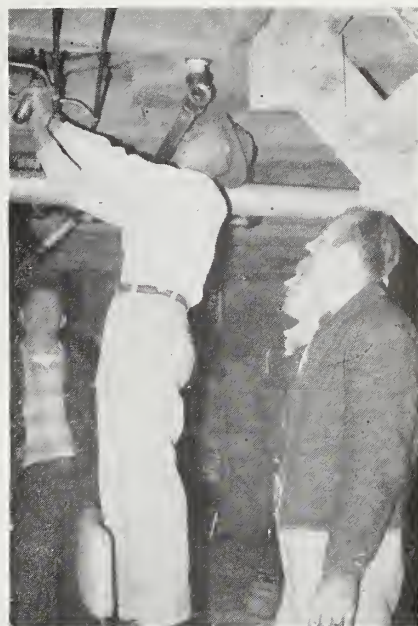
**Aromatic Tobacco:** Three Rural Development pilot counties started this new cash crop on a small basis and it shows good potential.

**Forestry:** Johnson County planted 754,000 seedlings partly as a result of the stimulus of Rural Development. Elliott County set a goal of 100,000 seedlings but received only 67,000 from the nursery.

**Soils Mapping:** Soil Conservation Service unit workers in Elliott County heeded the desire of the people and mapped an entire community—all the farms. The same thing has almost been completed in a community in Metcalfe County.

**ASC Payments:** In the three pilot counties, 357 farmers signed up for ASC practices in 1956, compared with 600 the next year. The State ASC committee approved a \$5,000 increase of 1957 funds for each of the three counties. This was due to increased work by agricultural service agencies and stronger farmer response, according to Fred Wachs, State ASC administrator.

Incidentally, four of the five awards by the Kentucky Agricultural Council to counties for outstanding service to rural people in 1957 went to Rural



Class in farm mechanics conducted at the Wurtland High School, Greenup County, Ky.

Development counties—Elliott, Butler, Metcalfe and Greenup.

## Vocational Education

Over 1,000 adult men and women have been enrolled in classes for clothing, foods, family budgeting, general home and farmstead improvement, farm program planning and specific farming enterprises. These subjects are requested by people in the community. Follow-up instruction is provided in the home and on the farm by the teachers. Many homes have installed water systems and re-wired their homes.

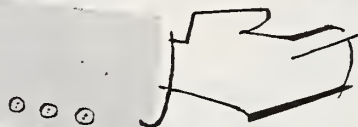
Regular teachers of agriculture and home economics in high schools have aided in this program. Future Farmer of America clubs have aided the forestry program in some counties by contracting with farmers to buy and plant seedlings.

Vocational schools in the areas involved have cooperated in providing instruction in trades extension classes.

At workshops in the three pilot counties, guidance service people discussed with administrators and teachers possible revision of the curriculum to keep young folks in high

*(Continued on page 71)*

# Community organizations RURAL DEVELOPMENT'S RIGHT ARM



by J. W. BRIMM,

Community Development Specialist, Tennessee

**W**HAT is community development? What is the difference between it and Rural Development?

In a nutshell, Rural Development on a county or regional basis is an expanded community development program. Each can work separately but accomplish much more as a pair. Both often embrace urban as well as rural interests.

In Tennessee, the county is the unit for Rural Development. The community is the unit for community development. Thus, a county may have 5 or 30 organized communities; the community may range from 22 families to more than 300.

## *Need Flexibility*

We consider the community as the unit and the family as the action group. This attitude prevails in plans and programs of the 800-odd organized communities in Tennessee. Flexibility is required and that applies to the family or action group.

People of the community meet and organize, many times on their own. Others consult the Agricultural Extension Service, both county and State. In any event the progress an organized community makes depends upon personalities. One community may be fortunate in having one or more persons with inherent leadership. Another community may need combined effort to spur its people on. Usually, when several groups discover that they can attain a certain mobility, and reach preset goals, they will find the ability to carry on as an organization.

We can not overlook the key factor in community development, developing leadership. The community

club can be the place where leaders are discovered, then trained and developed. They are given minor places of responsibility; then as they develop, more responsibility is added. The better leaders may even go on to places of county, area and state leadership. Truly the community club is a place where we "learn to do by doing."

Some years ago in community development, there were tangible goals, obvious to most action groups. For instance, electric current on the farm provided a popular goal. Then came the rural telephone. Others that probably will never be fully met include improved roads, schools, and school bus service. These improvements are more or less a public problem.

The other side of the picture presents one of group personal effort such as community church improvement, care of cemeteries, picnic and playground areas and many other such tasks that take group action to succeed.

## *Triangle Plan*

Many projects undertaken by communities require money. We are urging community leaders to select projects that make money—or to say it in another way "increase family income." Look at the triangle base, "improving present operations." In doing them better, we mean not only increasing production but decreasing unit cost of production.

One community with 60 families over a period of 10 years increased their corn yield by 33 bushels and tobacco by 1,235 pounds per acre. Another learned from their own

records their cows produced less than 3,800 pounds of milk per year. In one year they raised the average nearly 1,000 pounds. They were not satisfied with that after they found one of their members who had the Dairy Herd Improvement Association tester and was producing in the 8,000 pound group. They set that as their goal.

## *Cooperative Effort*

Another side of the triangle is "New Income." Sometimes these sources are new crops and livestock, such as strawberries, certain truck crops, sheep, broilers, or eggs. It could be a changeover from Grade C milk to Grade A. Things like these take a cooperative effort by the community to get the best marketing facilities.

Another source of new income for rural people in our state is off-farm jobs. Many of our communities run as high as 75 percent of their families having one or more persons working in the city or a nearby factory or industrial center. Much of this money is brought home and spent for better living conditions in the home and better farm equipment on the farm.

One community was known to have bought 27 radios, 7 washing machines, 15 storage cellars, 2 tractors, 12 trucks, 18 mowers, and 10 disks, and 18 homes put in running water. All of these items took money which, of course, was spent in the city.

If we should name a difference between community and rural development, it would be at this point. When new industries, plants or large marketing contracts are brought to



a county—or maybe we should say the city part of a county—it of necessity requires the support of the civic-minded and business people of the urban centers as well as of the rural areas. The organized rural communities can easily channel their efforts for such projects through their leaders to the people working for such in the city. Joint teamwork makes it much easier to complete these major projects.

Then comes the third side of the triangle “Thrift”—making the dollar go further by wiser buying . . . doing more for the family and farm rather than hiring these jobs done . . . growing, processing and storing more of the home food supply . . . or like the old saying, “When you can’t make a dollar, save one.” The women and children of the home can make a great contribution to these projects. All three sides of the triangle then contribute to better living for rural people.

On many farms the home is too often the neglected part of rural living. Where there is an active community with family participation, a team of father, mother, and children, we find that home improvements and

comforts get their share of attention. In a tour of several communities across our state last fall, we found kitchens, bathrooms, storage cellars and other improved home facilities of the very best. The best sign of a family team was that Dad was just as proud of these improvements as Mother and the children.

### Other Benefits

Community organization develops fellowship and good public relations. When we “work and play and sing and pray” with our neighbors, we come to know them better and appreciate their problems and are more sympathetic with their efforts, though they may in many cases be feeble. We find many opportunities to meet and greet each other as well as our “city cousins” who come from the sponsoring groups in town.

Truly the organized community is a tool through which the Extension Service and other agricultural and educational agencies can reach a majority of the rural families of that area for promoting a better living program. This is so evident in counties where we find our better community programs.

## PULLING TOGETHER

(Continued from page 54)

projects calling for collective action have helped.

The role of extension has been as a member agency possessing certain unique capabilities in overall educational fields. These have been recognized by the cooperating agencies and organizations. Likewise, extension has recognized and encouraged use of the specialized capabilities of the other agencies and organizations.

Extension has provided basic assistance in finding and training leaders, in uncovering problems, and suggesting solutions to problems. Extension has demonstrated that its services and personnel support the efforts of other agencies and organizations.

The achievements due to Rural Development stimulus have been almost fantastic. Whether or not the concept will live and develop into an increasingly effective method for meeting the problems of rural people remains to be proved. Certainly a program such as Rural Development requires continued attention and stimulus by the participating groups.

### From Our Experience

Rural Development is an unbiased, powerful, creative concept.

Rural Development is bringing about a warmer respect and closer friendship among Federal, State, and local governments and private agencies.

Rural Development is modifying the standards and procedures of long established programs.

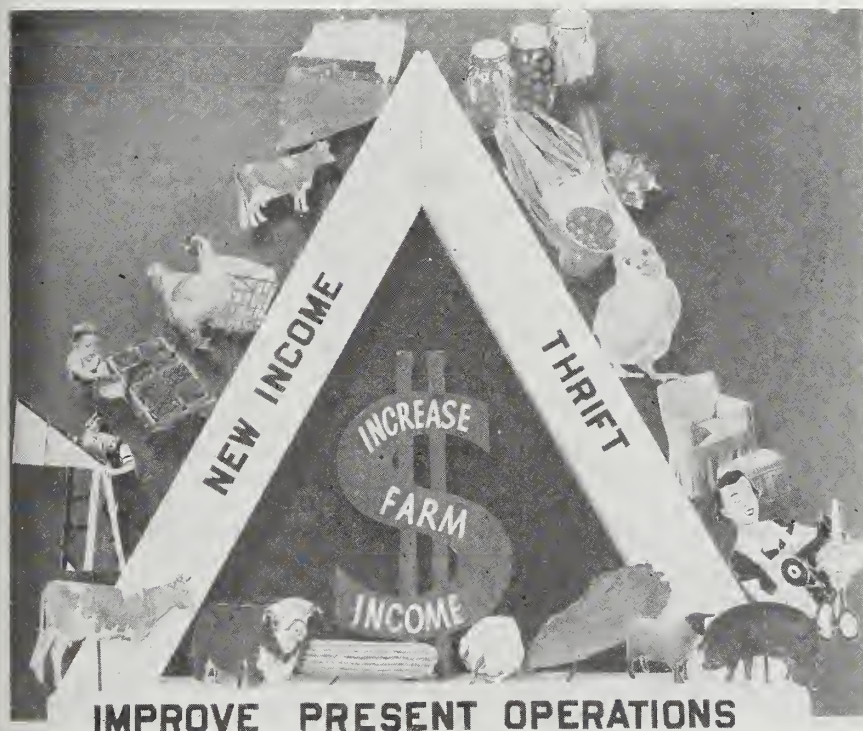
Rural Development is a catalyst that has stirred sleeping civic organizations to undertake active, wide-awake programs.

Rural Development is exciting local lay groups to new heights of socio-economic endeavor.

Rural Development is moving back the horizons of individuals and making them discontented with less than the modern concept of an all-out effort.

Rural Development is a slowly-developed, hybrid method, characterized by unusual vigor and increased production.

If given ample time, Rural Development will demonstrate its worth to the American economy.



Community planning group cooperation makes dollars.





## COMMUNITY CLUBS

### *Proving grounds for new ideas*

by DORRIS W. RIVERS, Leader, Rural Sociology  
and Community Organization, Mississippi

**I**N Mississippi 442 rural communities are reaching goals thought impossible 10 years ago. These communities are participating in an organized way in a Rural Community Development Program. We claim no miracles or that the program borders the spectacular. But there are valid reasons to believe that the overall objective of "better homes on better farms in better communities" is being realized.

Most community development clubs are less than 5 years old. Some, like that of Oktoc in Oktibbeha County, have been organized for well over a quarter of a century. The records show 128 clubs in 1951, and since that time the number has grown steadily to 442 in 1957. These are located in 67 of Mississippi's 82 counties.

The pioneer community program is that of Lee County, or as it is known, the Tupelo program. Since 1948, it has served as a model to strive for and as a proving ground for new ideas.

Mississippi's program differs in some respects from those in nearby southern States. First, there is no uniform Statewide or even area-wide program. Each county voluntarily sets up its own rules, regulations, scorecards, contests, and program emphasis. However, all counties use the secretary's record book furnished by the extension rural sociologist.

Secondly, the program begins at the local community or neighborhood level. As the number of clubs grows, these developments usually follow a county-wide contest; a sponsor or sponsors; and a county-wide Rural Community Development Council commonly known as the RCDC.

The State extension rural sociologist, aided by many other specialists, prepares organizational and program aids, uniform reporting devices, interclub newsletters, assists with officers and committee training schools, and helps with other special county-wide activities. We also stage an annual community development conference and maintain rapport with other development programs.

Complementing the rural community development program in the State are the Hometown Development Program and the Hometown Achievement Program. In these, some 200 cities and towns are enrolled.

### *County Picture*

Alcorn County gives a good example of what the community development program is and does. The Alcorn County RCDC includes 3 persons from each of the rural community development clubs, 3 representatives from each of the Corinth Civic Clubs that "sponsor" a rural community development club, and all professional workers, mostly agricultural, that render services to rural communities.

Officers of the council represent all three membership categories. The civic club representatives are responsible for raising the community awards money and maintaining business and commercial interest in the program. The agricultural agencies provide leadership and technical information on organization and program. The rural club men and women speak for their organizations in policy decisions.

Here are some things the council does:

1. Sets broad county goals of farm, home, and community or civic improvement based upon those set by the 11 community development clubs.

2. Draws up regulations pertaining to the community development contest.

3. Contacts resource people for technical assistance to community clubs.

4. Prepares a budget for the program.

5. Determines the content of the individual and community scorecards used in the contest.

To be listed as a community development club, the local community or neighborhood organization must: (1) have elected officers, (2) meet regularly, (3) have a membership composed of family units rather than individuals, and (4) carry out a balanced program of farm, home, and community improvements. Clubs also usually have a sponsor which in most cases is a civic club from the county seat town.

The county agent and home demonstration agent play a most important role when the club year starts. They assist the clubs in choosing their goals and help the committees in planning monthly program and projects related to these goals. Expressed and felt needs and survey results are used to decide on goals. Programs at monthly meetings represent a balance of education, inspiration, and recreation.

The club is then ready to swing into a planned program of action. Several committees are appointed to suggest and start projects designed

*(Continued on page 68)*



# Research Studies in Rural Development

## Agricultural Research Service

The Agricultural Research Service has under way a program of research designed to provide information needed to effectively understand and attack the problems of low productivity and incomes for both individual farmers and farm areas. This program includes:

1. Analytical descriptions of the resources controlled by farm families, their use, and associated levels and sources of income in selected areas having large numbers of low-income farm families.
2. Studies of the role and potential of part-time farming in increasing the income earning capacity of individuals and areas.
3. Studies to develop capital, land, and other resource requirements for operator labor and management income levels of \$2,500 and \$3,500 for specified types of farms in selected type-of-farming areas.
4. Analyses of local labor resources and use in selected low-income rural areas.
5. Study, for selected areas, of credit use and of financial obstacles to increased earnings from farming.
6. Study of tenure aspects of farm abandonment and consolidation in low-income areas.
7. Analysis of individual farm development experience and problems of farm families assisted by the Farmers Home Administration, by major areas of the United States, during the period 1946-54.
8. A study on trends in the magnitude of low-income farm problems and changes in sizes of farms for the United States, 1930 to date.
9. Exploratory study of factors affecting economic development in particular areas where low-income farm problems have been acute and where important developments have occurred.

10. A study of the economic implications of achieving, in low-income farm areas, an agricultural organization which would return labor incomes equivalent to those obtained in the non-farm sector.

11. Analytical studies, in selected low-income farm areas, of the allocation of family income to consumption and saving as related to level of income, resource base, and personal family characteristics.

## Agricultural Marketing Service

Agricultural Marketing Service is cooperating with at least 13 State agricultural colleges in extensive studies, many of them in low-income areas and pilot counties, to support Rural Development program work. Highlights fall into four areas.

1. The role of industry in providing supplementary income. Studies are now underway in Louisiana, Ohio, Mississippi and Iowa, with another to begin soon in Utah. Findings will help tell the impact which newly established industries have on rural life, farm operations, levels of living, and other economic and social adjustments. These facts will be extremely valuable to State and community workers trying to bring a better economic balance to rural areas.

2. Security and retirement problems of low-income farmers. A study from Maine has already been published, while reports will appear soon from Kentucky and Texas. Others are underway in Oklahoma and Iowa. Findings will provide a broad picture of the effects of Old Age Survivors Insurance on farm families and their old age security.

3. Rural health studies. Georgia is studying use of health care services and enrollment in health insurance in low-income areas. North Carolina has almost finished a study on use of voluntary health insurance by farm-

ers. Early findings show that those needing the protection (in poorest health) are the ones without health insurance. In New York a third study wants to know the trends in availability and use of health resources in rural areas during a period of rapid change.

4. Rural education. A Kentucky study, now in progress, is designed to discover factors related to school attendance and educational attainments of rural youth. Findings will be used to plan approaches to improve school attendance and educational facilities. Pennsylvania is studying the effectiveness of rural schools in preparing youth for their later work and life. Emphasis here is on how well graduates of rural high schools in low-income areas are prepared for their work careers. A related study is being planned by Minnesota.

Staff members also spend considerable time answering requests by outside sources doing research or policy making on Rural Development. AMS specialists also have taken part in several regional Rural Development conferences.

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## National Judging School Planned in Oklahoma

Interest will be focused on soil and water conservation, pasture development, and range management at the 7th National Land, Pasture, and Range Judging School and Contest. The event will be held May 1-2 at the Oklahoma City Fairgrounds.

The school and contest are open to 4-H Club and FFA members, other boys and girls, and adults. A training school will be offered the first day and judging contest the next day. Prizes total more than \$2,500 in cash plus plaques, medals, and trophies.

Further details may be obtained from Edd Roberts, Extension Soil Conservationist, Oklahoma State University, Stillwater, Okla.



# HUMAN RESOURCES

(Continued from page 57)

lack of interest in farming as a vocation. Studies indicate a marked preference for nonfarm work among both adults and high school youth in these disadvantaged rural areas. The considerable out-migration of youth from these areas is both an expression of this preference and, at the same time, the lack of suitable work opportunities near home.

## Educational Status

The people of our pilot counties, particularly the adult farm population, have relatively low levels of education. In 1950, more than half (55 percent) of the adult rural farm population in designated problem areas had completed less than 8 years of schooling. By comparison, less than 3 out of every 10 (27 percent) of the adult farm population outside of these low-income areas were equally handicapped.

## Social Participation

We have known for some time, through sociological research, that the most disadvantaged rural people generally do not participate in formal organizations as often or as intensively as do other people. With the possible exception of the rural church, we generally find relatively few from the lowest income group in our major farm, civic, or social organizations. This is not to say, however, that members of this group do not associate with others on an informal basis. Social participation of an informal nature is common.

## Reaching the Low-income Group

One significant expression of this pattern of participation is the common dependence of many of these people on friends and neighbors for new ideas in farming and homemaking. Low-income research strongly suggests that the mass media may serve mainly to create awareness. The more personal approaches, particularly those involving local informal leaders or "influentials" may be more persuasive in promoting adoption of recommended practices in marginal areas.

Studies also indicate that those with the lowest income are not as easily "reached" by certain traditional extension methods as are the more prosperous and better educated. Extension meetings, circular letters, and experiment station bulletins may be particularly ineffective, as ordinarily employed.

However, there are some indications that many of the low-income group are or can be involved in such all-inclusive organizations as community development (improvement) clubs. To the extent that the disadvantaged people are so involved, there is real hope and some evidence that the adoption of recommended practices can frequently be expedited.

## Implications for Extension

For those of us in Extension, it may be especially meaningful to view the implications of some of these research findings in terms of program content and teaching methods. In the space allotted, we can only suggest a few of the many possible interpretations that might serve as guidelines in planning an extension program for a typical pilot county.

We have mentioned the limited physical, natural, and other agricultural resources so characteristic of many pilot areas. The relatively high proportions of farm people in the older-age brackets, together with the lower-than-average educational levels of these people, are also of relevance here. These and other related factors strongly suggest the probable limitations of agriculture as the major channel by which the low-income problem can be resolved.

A realistic appraisal of the adjustment potentials—nonfarm as well as farm—of pilot county farm families is certainly called for; and it is here that the county extension staff, as educational leaders, can be of great service. In any event, whatever is planned or undertaken, projects should be consistent with family objectives, resources, skills, and interests.

With the likelihood that agricultural opportunities will frequently be limited—by physical and economic resources, age and educational levels, interests, and aptitudes—extension workers may well find it appropriate

to consider expanded programs in home economics and youth work, as well as in other areas not considered strictly agricultural.

The revelation that young farm homemakers are not now as numerous in some Rural Development counties as previously expected has already prompted consideration of special programs to meet the needs of the older homemakers.

At the same time, recognition of the great exodus of young people from many pilot counties—as revealed by surveys—is encouraging the reappraisal of 4-H and other youth programs. Interest is mounting, for example, in career exploration or in special projects to meet the needs of youth who may soon be leaving the farm or the county for jobs in industry, business, or the professions. Opportunities for service to this group appear to be almost unlimited.

Implications for teaching methods have already been suggested. While methods research findings with special application to this lowest income group are far from conclusive or complete, it is evident that traditional mass media methods are apt to be less successful here than with other segments of the rural population. There are also indications that the "trickle-down" process is frequently interrupted if not forestalled in its operation.

The intensive, personalized family approach seems to offer real promise, particularly where the group's recognized informal leaders or "influentials" are involved in the educational effort. In locating these key persons in the low-income group, it is well known that success in farming is not necessarily, nor usually, a very reliable criterion.

As educational leaders, extension workers, by training and experience, recognize the importance of motivation and an understanding of the other fellow in promoting changes in human behavior. The difficulties of motivating and understanding our disadvantaged families will prove considerably greater than for the majority with whom we have worked in the past. However, extensive use of existing findings can help us develop the insights and skill that may make this challenging assignment less problematic.



# Management Schools for Young Farmers

by T. A. PARKER, Pepin County Agent, Wisconsin

**M**ORE than 700 young farmers in Pepin County, Wis. and surrounding counties have been taught farm management during the last 13 years. These younger farmers attended a farm management school which concentrated on fundamentals of farm management and new developments in farming.

This work was started because young farmers wanted usable information about farm management and improved farm practices that would help them increase their income and create security for themselves on their farms.

Some of the young farmers and neighborhood leaders in the county helped to secure enrollment of young men for the first series of meetings.

To meet the problems of what to grow, how much to grow, and how to grow crops and livestock, we discussed the fundamentals of farm management and gave instruction on how to produce crops and livestock. During the first year, 92 young men attended. This was over half the young farmers in the county.

## *Year-Round Followup*

We worked out enterprises or projects that would improve their farm business. During the year I kept in contact with them through farm visits, letters, telephone calls, and office calls. The same thing was done the next year with a group of about the same number of men.

Many extension specialists from the college of agriculture have assisted with our programs. About half the total hours of instruction have been handled by myself. We have used a good many motion pictures, practically all of them from the film library of the University of Wisconsin.

The men taking part in the first two years of the farm management school lived in Pepin County, a small county; but these were open meet-

ings, so they invited their friends and the attendance developed into an area group coming from Pepin County and parts of four adjoining counties.

The farm management instruction was continued year after year, with attendance growing each year until in 1951, 250 different young men came in from Pepin County and surrounding counties; we had nearly 200 average daily attendance for the 5-day series of meetings. This group



was larger than we had facilities for, so the next year we invited fewer and have held the average attendance at the winter school to below 100.

More than 40 percent of the young farmers who have attended during the last 13 years have been from surrounding counties. Last winter's school, consisting of 8 all-day meetings, had an average daily attendance of 88. About one-third of these were attending for the first time and about one-third of all who attended were from surrounding counties.

Soon after the farm management instruction was started, the men who attended organized the Pepin County Farm Management Club. Since then this club has sponsored the winter schools and has held regular monthly meetings throughout the year. These monthly meetings may be the formal type with a film, a speaker, and some discussion, or in the summer may consist of a farm tour or a trip to an experiment station field day.

The farm management group has

promoted several county projects with the following results: corn yields have practically doubled; alfalfa acreage has been increased from 15 percent to 85 percent of our hay crop; 75 percent of the dairymen are using artificial insemination of dairy cattle; and a high percent of Pepin County farmers are now cooperators with the Soil Conservation District.

Men in the farm management club are active in watershed organizations. Final approval has been given one watershed application and federal funds have been set for it. A second application for watershed planning assistance has been filed.

## *Using Improved Practices*

Farm management club members are using the instruction given them to improve the management of their farms. Recently when I had a farm planning session with 84 men, most of them were using or planning to use a good number of the farm practices advocated in the farm management school. They are doing excellent work in managing their own farms and they are also active supporters of the county agricultural program.

When the farm management instruction was started, Pepin County was one of the lowest income agricultural areas in the State. At present the average labor income in this area compares well with other areas. Savings have increased in the last 13 years while farmers here changed to mechanized equipment and people in the county improved its roads, remodeled and enlarged schoolhouses, and did a considerable amount of home and farmstead improvement.

Not long ago Pepin County had an amount equal to 114 percent of a year's income invested in United States savings bonds. This was the highest percent in any agricultural county in the State.

## PROVING GROUNDS

(Continued from page 64)

to accomplish the goals. The projects themselves and the methods used to complete them are a tribute to the imagination and ingenuity of these committees. To attain each goal, members must start and finish several projects. These involve the technical assistance from many agencies such as extension, health department, employment security, welfare department, education department, SCS, ASC, county library, and so on.

The county agricultural agent and the home demonstration agent feel that the community development approach is a tool or a method for extension teaching. Monthly club meetings, committee planning sessions, and group activities for carrying out projects all serve as a ready-made audience for distributing agricultural and homemaking information. The program also serves as a good motivator or stimulator for the acceptance of recommended production and management practices.

As for motivation, it seems to work this way. The committees strive to excel in accomplishing the farm, home, and community goals set for the club. Each participating family strives to earn the highest possible score in the contest for itself and for the community as all family scores are part of the overall community score. Thus social pressures for conformity are brought to bear upon members so that the less enterprising families of the community experience a sense of guilt if they "let their neighbors down."

### *Stimulates Action*

Beyond all this, participation in an ongoing community program raises family aspirations for more conveniences and services and better living. And this desire for better living stimulates economic planning and action to offset the costs involved.

The program of community development has increased community spirit and pride. Closer teamwork develops among rural and urban families, agricultural agencies, civic clubs, and businessmen.



Members of New Hope Community, Tippah County, Miss., improving grounds of community club house.

Further, communities develop a stronger feeling of self-reliance in doing things themselves. People strengthen their leadership abilities, they obtain more family and community facilities, and they increase their income.

### *Other Problems*

Any program or method used to solve problems creates other problems. Here are the more common ones.

Some communities expect the county agent or home demonstration agent to attend all club meetings, committee meetings, and community events—and most of these are held at night.

Programs at monthly meetings must be superior to survive the competition of other meetings, television, radio, and commercial recreation.

Over-enthusiasm may lead to premature action before the prerequisites of study and planning are completed.

Miraculous results are expected in one year; changes in patterns of community behavior don't occur that fast.

All community projects are not of a direct concern to all agencies; therefore, some feel the program is not worthwhile.

In some cases, community interest and enthusiasm have lagged because agency personnel have used the "captive audience" to teach only skills and knowledge. Instead, the community club meeting should stimulate individual and special interest groups

to request such information. A final problem—the contest can take precedence over the program.

Traditional patterns of community structure and behavior are constantly being upset. More than ever before people need stabilization, coordination, and planning. The community club can and should perform these functions.

## PLANNING AND ACTION

(Continued from page 55)

community development. The village of Mounds in Pulaski County where the extension offices are located was chosen for a special project and SIU representatives directed comprehensive surveys. Later the city of Cairo in Alexander County joined the community development plan.

Extension workers and people in other organizations contributed fully in this community work. At the same time Extension program planning continued as usual.

### *Farm and Home Development*

About this time Pulaski and Alexander Counties were chosen as pilot counties in the expanding Farm and Home Development work. A new assistant adviser and experienced advisers all explained this new educational approach to groups of families they knew were interested in extension's total program. During this step it soon appeared that this



method had been used in many cases for some years.

One dairyman noted that ever since he was a 4-H'er he'd been helped by extension folks, and he'd also asked and received information on many other farm and home problems. Now the entire family needed to think over and write down some of the improvements they planned for that year and years to come. In Farm and Home Development terms, these are called the family approach and short- and long-time goals.

Among all groups told of FHD, most of the families who enrolled came from an organized group of young married couples. This was the age, social and economic group which would cooperate most fully.

### **Rural Development**

Even with a good start on FHD, one segment of rural people was not being reached and their need for help was great. They were the older age group. Many farms in both counties are less than 100 acres; most of these owners and operators are older folks. There are no industries for off-farm work and family living conditions are low.

Providentially, the farm and home advisers learned of the Rural Development program at a meeting they were asked to attend. It seemed designed to fit the local needs which were great and growing greater. A request for the two counties to be considered as pilot counties was submitted and approved. An assistant farm adviser now is coordinating this work.

The goal of our programs may be simply stated as "helping more people to help themselves." If all farm families in the two counties come to know what Extension has to offer, and if they realize that their progress and well-being are important to general improvement, the goal will be reached.

### **CAREERS**

*(Continued from page 59)*

On the other hand, industries are saying that this rural background is a valuable asset toward success in some 20,000,000 jobs related to agriculture.

Another concern is that one-half of our rural youth of college caliber do not go to college. There are many reasons for this. Perhaps one of the greatest is that our rural boys and girls have not had the opportunity to explore the many careers; therefore they do not aspire to many occupations that require a college education. Rather they follow the old pattern of drifting into the job that is available at the time.

This last factor points to another concern: jobs of the future will require more and more training of all kinds. There are fewer and fewer opportunities for the willing worker and plugger to advance on those merits alone. In the past, many of our good farm boys and girls got ahead on these characteristics alone. I would not minimize the importance of these characteristics, but point out that the time is here when these alone are not enough. The chart on page 59 emphasizes this fact.

### **County Staff Role**

Specifically, what can a county extension staff do?

1. Through program projection, determine the number of young people seeking occupational information.
2. Check into the number of career opportunities in the county and nearby area, for farming, related occupations, and all others.
3. Get the thinking of county school officials on need for helping youth on this problem.
4. Consult the employment service on this same question and learn what help they can give.
5. Report these findings to your 4-H policy making group in the county and let them decide what should be done about it.

### **Cosponsor 4-H Fellowships**

The National Committee on Boys and Girls Club Work and Massey-Harris-Ferguson, Inc. are cosponsors of the National 4-H Fellowships announced in the January REVIEW. The original announcement reported that six fellowships are provided by the National Committee, whereas four are made available by Massey-Harris-Ferguson, Inc.

### **KEEPING ON FARM**

*(Continued from page 56)*

farms 105 acres of land and does custom work with haying equipment and combine. Mrs. Messingale plans to take her place as a homemaker as soon as they can get their farming operations and livestock in order financially.

Agriculture is not being overlooked in the search for industrial development in the county. The industrial development committee joined the extension staff and others interested in agriculture in such work as promoting the use of bulk tanks on grade A dairy farms; eight of them are now installed in the county.

Fifteen new type pig parlors have been added on farms in the county. By using home grown grains, profitable pork production can be increased.



**New pig parlor on Choctaw County farm.**

Towns in the county have their city limits but there is no limit to the interest the businessmen show in their rural neighbors. This continues as plans for the future include additional industries and payrolls for the area. Likewise, farm leaders continue to take to farmers practices that will provide a fair labor return. The people are convinced that new industries will come if they continue to set up definite objectives and keep working toward them.



## ALL RESOURCES

*(Continued from page 51)*

I think it is important to remember that in the low income areas especially, one of the factors is under-employment. It is often difficult to get the low income farmers to participate in programs, but it can be done. Finding and training the right kind of local leaders is the Number One problem. Public spirited men and women of capacity, who are respected in their community, must be brought into the program. You have many of them on your extension committees now.

It is my humble opinion that this program offers the land-grant colleges and universities their greatest opportunity to assist in making sound and rapid development in rural America.

## BALANCED PROGRAM

*(Continued from page 58)*

problems need attention in the year at hand.

The selection of worthwhile adult projects in home economics is one of the keys which has opened many doors to extension work in the county. During the past six years home furnishing projects have been aimed at making the best possible use of materials at hand.

About one-half of the families attending home demonstration meetings have made home-made rugs by one or more of the common methods. The women became interested in making their own designs for hooked rugs which soon developed into an interesting creative arts study.

Working with curtains and draperies to give the most attractive window treatments included wise selection and skillful construction of curtaining materials. Slides were used to suggest treatment of certain problem windows. A study of different devices for hanging curtains and draperies was an interesting phase of the project.

Individual planning by the women gave emphasis to a study of the use of color in the home. At each meeting those who were interested in making some change in at least one room of their homes planned for the specific changes. They studied

swatches of fabric and wallpaper for color, design and texture and samples of painted wall and ceiling surfaces for different hues and their values and intensities. The plan was discussed in its relation to basic principles of room decoration.

This study of color has stimulated interest among the teen-age group. 4-H projects in clothing, home furnishings, and room decoration show the result of home experiences and training which are an apparent outgrowth of the adult extension study of color.

Electricity has become available in most areas in the county only within the past decade. This proved to be a fertile field for the study of adequate home lighting and safe wiring for the home. Specific work areas were considered in a study of the amount of illumination and the placing of lamps and lighting fixtures. As an outgrowth of this study more than 150 lampshades have received new and more suitable coverings; and many homes have been more adequately wired for electrical appliance loads.

Home management problems in planning more convenient kitchens and more adequate storage in the home have called for the active participation of other family members. Making storage devices to eliminate wasted space in rooms, shelves, closets and drawers has attracted much interest. Set-in shelves, step shelves, drawer dividers, sliding trays and panels, racks for lids, trays, and platters, and various uses of pegboard are just a few of the adjustments that were made for more convenient storage in the home.

This project has done much to foster cooperation among family members. Several husbands have commented that if we are to have similar lessons in the future, they want to attend the meetings. Having the specifications and directions for making the storage aids stimulated their interest in the work we are doing.

Reupholstering of furniture and the reseatng of chairs are projects which have been conducted as training meetings. Two meetings have been held in different communities by special request of women who were willing to help others with their

furniture repair problems.

Women have searched through attics and barn lofts for fine old chairs which had been discarded because no one had taken the time to repair them. Husbands have helped to remove old finishes and replace rungs or other damaged areas. Seven-step caning, fiber rush weaving, splint weaving have all been used on different occasions to make the chair a cherished possession for the home.

If we should evaluate in dollars and cents the amount that has been saved by making the best possible use of available materials, the results would definitely be flattering from an economics standpoint.

However, our greatest returns are in satisfactions achieved for the individual family members, in the encouragement of cooperative enterprises in the family group, and the development of a wholesome pride in the home and its surroundings.

## THE CHALLENGE

*(Continued from page 53)*

many of these underemployed or part-time farmers. This is not to be blamed on any agency program, but on the lack of resources by farm people to put into practice the teachings of the several agencies.

Regular extension programs offer assistance to any farm family, regardless of income. Still, many farmers have not taken the time or did not see fit for some reason to make improvements. Some of these farmers need motivation as well as scientific know-how.

Up to now extension's resources would not permit as much time as needed to inform a farmer fully through farm visits. In pilot counties with added personnel, this is being solved on many small farms and incomes from new enterprises are convincing heretofore skeptical farmers that their incomes can be raised and level of living improved.

Rural Development is another example of the American way of doing things for its citizens that involves a high degree of Federal-State-local relations. The Rural Development concept and determination being shown to help a large segment of underemployed rural families is encouraging.



## AREA APPROACH

(Continued from page 61)

school longer and help them in choosing vocations. Butler County has employed a full-time guidance counselor.

Vocational education has employed one person full-time on Rural Development for coordination and liaison work.

### Sociology

A ministerial association has been organized in Metcalfe County by the Rural Development committee, with three other counties doing likewise. In Metcalfe County the ministers sponsored a drive and put TV sets in every room in a TB hospital in the area. As a result of work by other associations, five counties are completing recreational plans.

On health matters, Butler County and three others succeeded in getting a health center. The three other counties have used some of the methods used first by Butler County. In all cases previous efforts to get health centers had failed.

Garbage disposal systems, improved water systems, and general clean-up campaigns are common projects. In one county 80 percent of the youth are now vaccinated for polio, compared to only 3 percent a year ago. One county completed plans for a water district, another has two new medical doctors, two others have new veterinarians, and another is planning to build a hospital.

### Training Personnel

These results did not just happen. More than 200 Rural Development meetings were held in Kentucky in 1957. Task forces from Extension Service, Vocational Education, Soil Conservation Service, and Department of Economic Development conducted educational meetings at the State and area levels. In-service training workshops for agency personnel were conducted at State, area and county levels. Some were mixed agency workshops, others were sessions to orient their own personnel.

In one area lay people asked agency technical teams to conduct a problem-solving workshop on program development. Also 54 agency and lay lead-

ers toured Tennessee, Mississippi and North Carolina searching for ideas to work into the Kentucky program. We have modified and used their proven success.

The Farm and Home Development method has aided Rural Development work considerably in Kentucky. In two pilot counties more families (100) took part in Farm and Home Development in 1957 than in all the previous years of FHD. This method could well be the core to Extension's part in Rural Development.

A State Fair exhibit, costing lay groups more than \$1,000, was also shown at several county fairs. And Butler and Elliott Counties conducted essay contests, with more than 80 students writing on "How Can Rural Development Help Our County?" Radio, TV, and countless news articles carry the story of Rural Development into every part of the State.

### Intangible Benefits

We've been quite specific and tangible so far. Just as important, though, and probably more valuable, are these other achievements.

Tolerance, understanding, and positive thinking developed among co-operating groups . . . a stimulating effect by Rural Development on other organizations not too active in the past . . . real cooperative effort . . . Rural Development has overcome barriers of attitude.

New hope and enthusiasm . . . agency teamwork has filtered down so there's now teamwork of unrelated personnel at the local level . . . Rural Development is considered a sound, scientific, problem-solving approach, not a remedy approach . . . people accept it as a practical, self-help approach, not a method superimposed . . . it appeals to people in all walks of life . . . it has resulted in better communication among groups . . . we've discovered talented local leadership.

Rural Development has told people you can't sleep and be awake . . . it has met with very little vested interest . . . it appeals to individual pride, creative ability, leadership, thinking, respect . . . businessmen consider it an investment approach, not a donation approach . . . it is converting the "my baby" and "if we can do it" leadership into a posi-

tive thinking group.

To sum up, the people have faith in Rural Development. Their group action seems to create a hope and faith not found through other organized approaches. The attitude is good. The future of the area approach in Kentucky is bright.

## Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publications distribution officer.

- F 2101 Watch Your Step—Avoid Farm Accidents, New—Replaces M 608
- L 416 Barberry Eradication in Stem Rust Control; Wheat, Oats, Barley, Rye, New—Replaces F 2014

The following have been discontinued but county offices may use any copies they have on hand. The titles should be removed from the inventory list as USDA supplies are exhausted.

- F 1368 Breaking and Training Colts
- F 1523 Leather Shoes, Selection and Care
- F 1741 Bur-Clover Cultivation and Utilization
- F 1844 The Culture and Use of Sorghums for Forage
- F 1863 The Turnip Aphid in the Southern States and Methods for its Control
- F 1950 Sewage and Garbage Disposal on the Farm
- F 1958 Potato Production in the North East and Northcentral States
- F 1966 Part-Time Farming
- F 2003 Legume Inoculation. . .What it is. . . What it does
- F 2006 Wheat Production in the Eastern United States
- F 2036 Seed-Flax Production in the North Central States
- F 2037 Winter Oats for the South
- F 2041 Castorbean Production
- L 213 Sour Cream—How to Prepare and Use it at Home
- L 283 Fly Control on Dairy Cattle in Dairy Barns
- L 287 Farmhouse Plans for Minimum Budgets
- L 311 Farmhouses for the North
- L 376 Split-Level Expansible Farmhouses



## We must open wider the doors of opportunity

*In this wealthiest of nations where per capita income is the highest in the world, more than one-fourth of the families who live on American farms still have cash incomes of less than \$1000 a year. They neither share fully in our economic and social progress nor contribute as much as they would like and can contribute to the Nation's production of goods and services.*

*This human problem is inadequately pictured by charts and figures. Curtailed opportunity begets an economic and social chain reaction which creates unjustified disparity in individual reward. Participation diminishes in community, religious, and civic affairs. Enterprise and hope give way to inertia and apathy. Through this process all of us suffer.*

*We must open wider the doors of opportunity to our million and a half farm families with extremely low incomes—for their own well being and for the good of our country and all our people.*

*A many-sided attack is essential. We need an integrated program in which each part contributes to the whole. Each will be more effective if the others are adopted. Together, they will help toward a solution within the framework of freedom for the individual, respect for his rights as an American citizen, and opportunity to participate more fully in the economic life of our Nation. . . .*

DWIGHT D. EISENHOWER